

Message Text

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SUBJ: FOREIGN BUYERS PROGRAM: COLOMBIAN BUYERS GROUP TO
PAS-IASI SHOW - MARCH 3-6, 1976-SAN FRANCISCO, CALIFORNIA

REF: BOGOTA 11050; USDOC 17580

1. SOME BRIEF HIGHLIGHTS OF THE PROMOTION, RECRUITMENT,
AND VISIT OF THE COLOMBIAN BUYERS GROUP TO THE PAS-IASI
SHOW IN SAN FRANCISCO ARE GIVEN BELOW. A FINAL REPORT,
WITH THE PROGRAM EVALUATION, WILL FOLLOW AS SOON AS
INFORMATION IS GATHERED FROM PARTICIPANTS.

2. A COMPLETE MAILING LIST OF IMPORTERS, DISTRIBUTORS,
AGENTS, AND RETAILERS OF AUTOMOTIVE EQUIPMENT, PARTS AND
ACCESSORIES, BODY AND MECHANICS SHOPS, AND HARDWARE STORES
WAS DEVELOPED CONSISTING OF 500 NAMES COVERING EVERY
MAJOR CITY IN COLOMBIA.

3. THE FIRST CIRCULAR LETTER WITH PRELIMINARY INTEREST
FROM WAS PREPARED AND MAILED OUT ON JANUARY 12,
WITH BASIC INFORMATION ABOUT THE SHOW, PRODUCTS, EXHIBITORS,
THE CITY OF SAN FRANCISCO, AND ADVANTAGES OF PARTICIPATING IN
THE PROGRAM COORDINATED BY THE EMBASSY IN COLOMBIA.

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4. 81 PERSONS REPRESENTING 43 DIFFERENT FIRMS RESPONDED

TO OUR FIRST CIRCULAR LETTER AND SUBMITTED
THE PRELIMINARY INTEREST FORM.

5. FULL SUPPORT FOR THIS PROGRAM WAS PROVIDED DURING
PROMOTION AND RECRUITMENT STAGE BY OAC-OVERSEAS
AUTOMOTIVE CLUB, PAS-PACIFIC AUTOMOTIVE SHOW, USIS
BOGOTA, TOWNEHOUSE HOTEL IN SAN FRANCISCO, SAN
FRANCISCO COMMERCE REGIONAL OFFICE SAN FRANCISCO
CONVENTION AND VISITORS BUREAU, AND BRANIFF INTERNATIONAL
AIRLINES.

6. MR. AMERICO RIOS, MEMBER OF THE ECONOMIC/COMMERCIAL
STAFF OF THIS EMBASSY, WAS FULLY RESPONSIBLE FOR
THE PROMOTION AND HANDLING OF THIS EVENT IN COLOMBIA.
AS SUCH, HE TRAVELED IN ADVANCE AS ESCORT/CONTROL
OFFICER FOR THIS GROUP TO MAKE ARRANGEMENTS
IN SAN FRANCISCO BEFORE THE GROUP'S ARRIVAL.

7. MR. RIOS WAS PROVIDED WITH A COMPLIMENTARY ROOM AT
THE TOWNEHOUSE HOTEL. HE WAS GIVEN FREE ROUND TRIP
TICKETS TO SAN FRANCISCO BY BRANIFF, AS CUSTOMARY,
SINCE AIRLINES GRANT TOUR CONDUCTORS ONE FREE PASSAGE
FOR EVERY FIFTEEN PASSENGERS TRAVELLING IN GROUP.

8. ON FEBRUARY 2, A SECOND AND LAST CIRCULAR LETTER
ACKNOWLEDGED RECEIPT OF PRELIMINARY INTEREST FORMS.
THIS CIRCULAR PROVIDED COMPLETE INFORMATION ABOUT THE
BILINGUAL ESCORT/CONTROL OFFICER TRAVELLING WITH THE
GROUP, REGISTRATION AND PREPARATIONS OF CREDENTIALS
IN ADVANCE, NAMES FLIGHT SCHEDULES, DIFFERENT COLOMBIAN
AND US TAXES FOR TRAVELLERS, BRANIFF CREDIT CONDITIONS
TRANSFER FROM AIRPORT TO HOTELS, DOCUMENTATION REQUIRED
FOR TRAVEL, USIS PRESS RELEASES ABOUT THE GROUP, AND
THE COOPERATION OFFERED BY BRANIFF WITH THE ADVANTAGES
OF USING THEIR VIP LOUNGES AT AIRPORTS.

9. AN EVALUATION REPORT FORM, TOGETHER WITH SHOW
FOLDERS, AND SAN FRANCISCO TOURIST ATTRACTION BROCHURES
WERE GIVEN TO EVERY TRAVELLER BEFORE DEPARTURE.

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10. FOLLOW UP BY TELEPHONE AND FINAL RECRUITMENT
OF PARTICIPANTS WAS COMPLETED ON FEBRUARY 19. A TOTAL
OF 46 PERSONS (INCLUDING 11 WIVES) TRAVELLED ON DIFFERENT
DATES STARTING FEBRUARY 28 AS MEMBERS OF THE COLOMBIAN
BUYERS GROUP. INFORMATION OBTAINED FROM SHOW AUTHORITIES
INDICATES THAT A TOTAL OF 88 INDIVIDUALS FROM COLOMBIA
ATTENDED THE SHOW. COLOMBIA WAS FOURTH LARGEST COUNTRY
REPRESENTED. OTHER COUNTRIES WITH LARGE BUYERS GROUPS

WERE: JAPAN (180), MEXICO (140) AND VENEZUELA (101).

11. MOST MEMBERS OF THE COLOMBIAN GROUP WERE ACCOMMODATED AT THE TOWNEHOUSE HOTEL, HOWEVER, SOME STAYED AT THE HYATT REGENCY AND SHERATON PALACE HOTELS. THE TOWNEHOUSE HOTEL WAS AN EXCELLENT CHOICE BECAUSE OF GOOD SERVICE RENDERED AND ITS CONVENIENT LOCATION CLOSE TO THE BART (BAY AREA RAPID TRANSIT SYSTEMS) STATION WHICH MADE TRANSPORTATION BACK AND FORTH TO THE SHOW SITE VERY COMFORTABLE.

12. AN INFORMAL BRIEFING OF THE GROUP WAS HOSTED AT A TOWNEHOUSE HOTEL SUITE BY MR. RIOS ON MARCH 2,

13. BUSINESS WAS CONDUCTED EVEN BEFORE THE SHOW OPENING SINCE GROUP WAS TRANSPORTED TO THE HYATT REGENCY HOTEL WHICH WAS THE OAC HEADQUARTERS AND THE MEETING PLACE FOR BUSINESSMEN. U. S. EXHIBITORS HAD COMFORTABLE ACCOMMODATIONS FOR MEETING WITH CUSTOMERS AND OVERSEAS VISITORS.

14. COLOMBIAN BUSINESSMEN WERE ASSISTED DURING VISITS TO THE SHOW IN MAKING APPOINTMENTS, INTERPRETING, AND EQUIPMENT DEMONSTRATION GUIDANCE. ALSO GENERAL ASSISTANCE OF A PERSONAL NATURE WAS PROVIDED SUCH AS INTERPRETING AT MEAL HOURS, LONG DISTANCE TELEPHONE CALLS, AIR TRAVEL RECONFIRMATION AND CHANGES, ETC., SINCE MANY BUSINESSMEN DID NOT SPEAK ENGLISH.

15. AFTER THE SHOW, MOST BUSINESSMEN TRAVELED TO DIFFERENT POINTS WITHIN THE U. S. IN ORDER TO PURSUE CONTACTS MADE AND TO LOOK FOR NEW SUPPLIERS AND/OR JOBBERS FOR AUTOMOTIVE EQUIPMENT AND PARTS.

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16. AN EVALUATION REPORT ON THIS EVENT UNDER THE FOREIGN BUYERS PROGRAM GUIDELINES WILL BE SUBMITTED TO THE DEPARTMENT AS SOON AS COMPLETE INFORMATION IS RECEIVED FROM THE MAJORITY OF PARTICIPANTS WHO ATTENDED THE 1976 PASIASI SHOW. THIS EVALUATION REPORT WILL INCLUDE DOLLAR AMOUNT OF PURCHASES, PARTICIPATING FIRMS, AND OTHER RELEVANT DATA CONCERNING TYPE AND AMOUNT OF BUSINESS CONDUCTED BY COLOMBIAN BUSINESSMEN.

17. THIS SHOW WAS A TREMENDOUS SUCCESS. ATTENDEES WERE THE MOST IMPORTANT MEMBERS OF THE AUTOMOTIVE PRODUCTS INDUSTRY IN COLOMBIA.
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